<u>**AMENDMENTS TO THE CLAIMS**</u>

This listing of claims will replace all prior versions of claims in the application:

Listing of Claims:

1-27.   (Cancelled).

28.   (Currently Amended) A system that visualizes web site activity traffic, comprising:

a monitoring component that obtains information related to ~~users~~ browsing <u>activity of users visiting</u> a web site;

a component that analyzes the information and parses the users into one or more <u>user</u> groups based on the analyzed information; and

a visualization component that graphically presents user browsing information in one or more windows within a display screen, the one or more windows ~~correspond~~ <u>corresponding</u> to the one or more user groups, respectively, and the browsing information <u>being</u> displayed within a window ~~corresponds~~ <u>corresponding</u> to the <u>user</u> group associated with the window, <u>the browsing information within the window being delineated by user into one or more rows such that each row corresponds to an individual user</u>.

29.   (Currently Amended) The system of claim 28, the groups ~~are~~ <u>being</u> defined *via* a non-restrictive and/or a non-limiting set of similar items that are associated with one another based on one or more common or similar characteristics.

30.   (Cancelled)

31.   (Currently Amended) The system of claim 30, the one or more rows ~~are~~ <u>being</u> ordered based on a predetermined typicality measure.

32.   (Currently Amended) The system of claim 31, the predetermined typicality measure ~~is~~ <u>further comprising</u> a probability of a behavior based on a location of a user within a group.

33.   (Currently Amended) The system of claim 30, the one or more rows ~~comprise~~ comprising one or more units that store information associated with web pages visited by the users.

34.   (Currently Amended) The system of claim 33, the respective units within a row ~~are~~ being color coded ~~by~~ according to a type of web page represented.

35.   (Currently Amended) The system of claim 34, the type ~~represents~~ representing one or more of local news, global news, financial news, and entertainment.

36.   (Currently Amended) The system of claim 33, the respective units ~~are~~ being associated with intensity levels that indicate a frequency ~~that~~ with which a user visits a type of web page.

37.   (Currently Amended) The system of claim 36, the frequency ~~is~~ further comprising a probability of visiting a type of web page.

38.   (Currently Amended) The system of claim 36, the intensity levels ~~range~~ ranging from low to high, ~~and~~ a low intensity ~~indicates~~ indicating a low probability of visiting a web page and a high intensity ~~indicates~~ indicating a high probability of visiting the web page.

39.   (Currently Amended) The system of claim 30, the respective rows ~~are~~ being associated with an intensity level that indicates a conditional transition probability of a zero-order or a first-order Markov model.

40.   (Currently Amended) The system of claim 30, the respective rows ~~are~~ being associated with labels that correspond to a type of web page represented by the row.

41.   (Currently Amended) The system of claim 28, the windows ~~are~~ being sorted by a number of users within the group associated with the windows.

42.   (Currently Amended) The system of claim 28, the component ~~utilizes~~ utilizing an expectation-maximization (EM) algorithm to facilitate generating the groups.

43. (Currently Amended) The system of claim 28, the respective windows <u>being configured to</u> change size in order to display more rows within a visible region of the windows.

44. (Currently Amended) The system of claim 28, the respective windows include <u>including</u> a scroll bar that is utilized to navigate through the rows data displayed within the windows.

45. (Currently Amended) A method that displays web traffic, comprising:

receiving web site user clusters that were generated through one of zero-order and first-order Markov models, respective clusters include <u>including</u> information related to one or more web pages accessed by one or more users who display similar web browsing characteristics;

creating individual graphical user interfaces for each cluster; and

visualizing the cluster information within one or more rows[[,]] based on the user[[,]] of an associated graphical user interface[[s]]<u>; and</u>

<u>sorting the one or more graphical user interfaces based on a predetermined typicality measure.</u>

46. (Original) The method of claim 45, further comprising defining the clusters with a non-restrictive and a non-limiting group of associated items.

47. (Cancelled)

48. (Original) The method of claim 45, further comprising delineating the one or more rows into one or more units that respectively store the web page information.

49. (Currently Amended) The method of claim 48, further comprising employing a color code with the units to differentiate respective units by <u>according to</u> a type of web page represented.

50.   (Currently Amended) A method for displaying web site user activity according to web site behavior, comprising:

utilizing an expectation–maximization algorithm to cluster web site users by browsing behavior; ~~and~~

displaying user web site activity by visualizing information related to web pages accessed by users with similar behavior in fields displayed <u>within</u> a window[[.]]<u>; and</u>

<u>employing different intensity levels with respective fields to indicate a frequency with which a user visits a type of web page.</u>

51.   (Cancelled)

52.   (Original) The method of claim 50, further comprising labeling respective fields by a type of web page represented.

53.   (Currently Amended) The method of claim 52, the type ~~represents~~ <u>representing</u> one or more of local news, global news, financial news, and entertainment.

54.   (Original) The system of claim 50, further comprising ordering the windows by a number of users within a cluster.

55.   (Currently Amended) A data packet <u>embodied on a computer-readable storage medium that when</u> transmitted between two or more computer components that facilitates visualizing web site activity, comprising:

a plurality of clusters that respectively include users with similar browsing behavior and web pages visited by the users, wherein the information within the plurality of clusters is displayed in windows, based on respective clusters, of a display and the web page information is partitioned into ~~units~~ <u>rows within the windows such that each row is</u> associated with a<u>n</u> individual user[[s]].

56.   (Currently Amended) A computer readable medium storing computer executable components that facilitates visualizing web site activity, comprising:

a component that partitions web site users ~~by~~ according to similar web site navigation;

a component that generates a window for each partition within a display;

a component that displays information relating to web pages visited by the users in associated windows; and

a component that sorts the web pages information within fields of a plurality of rows that respectively correspond to individual users, the fields displayed employing different intensity levels to indicate a frequency with which a user visits a type of web page.

57.   (Currently Amended) A system that facilitates visualizing web site activity, comprising:

means for clustering web site activity information ~~by~~ according to web site user behavior;

means for displaying the clustered web site activity information in respective windows; ~~and~~

means for presenting ~~web pages accessed by~~ the web site activity information ~~the users of the web site~~ within [[a]] respective windows based on similar user browsing behavior[[.]]; and

means for delineating the web site activity information into one or more rows within the respective windows, each row represents an individual user of the web site.

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